

16 April 2009
10:00 am – 11:00am
Professional Development Meeting
Hosted by Diane Golzynski

Attendees: Diane Golzynski, Dru Montri, Susan Smalley, Robin Danto, Dietrich Bronner, Lj Safford Kehn

Redefine the Committee Mission and Goals

- Dietrich reported the Board established two new committees to help better service MIFMA. The committees of MIFMA are now:
 - Professional Development
 - Marketing and Outreach
 - Legislative-newly formed
 - Fundraising and Membership-newly formed
- The suggested redefining of the Professional Development Committee was made.
 - From:
This committee is charged with developing professional development opportunities for MIFMA members including organizing conferences, field days, workshops and other types of training events.
 - To:
This committee is charged with developing, providing and evaluating professional development opportunities for current and potential MIFMA members including organizing conferences, field days, workshops and other types of training events.
- Goals for the Professional Development Committee will include Great Lakes Expo, ANR Week Events, MIFMA Speaker Outreach to other organizations.
- The suggestion was made that programs be offered in the Northern portion of Michigan so that members and potential members might more easily attend.
 - Dru mentioned that the response from previous Northern Michigan programs was high and that she would research the demographics of our down-state events to evaluate the largest draw areas and where our needs may lie to better serve the Northern regions.
- Dietrich also suggested the needs to support education on 'how to grow markets' as another point to start developing for the committee.

This segued nicely into the FFMP grant process that Dru is currently working on and is a healthy support to our committee goals.

FFMP Grant

- Dru is currently fine tuning this proposal which meets many of the goals of the PDC. This proposal is to develop six day long programs that will satisfy a certification for markets. The topics are: marketing, business plans, human resources and conflict resolution, market governance, food safety, fundraising.
- Time Line: Proposal due end of April. Notification September 2009, development and start date October 2009 with completion in 2011.
- Dru asked those attending if they would write letters of support on behalf of their market or organization. All replied yes.

- Susan is writing a parallel proposal that will compliment the MIFMA proposal but will target vendors with programs in marketing, pricing, food safety, vendor harmony.
- Dru asked for input on the title. The following was suggested and agreed upon:
Successful farmers markets through professional development.

Great Lakes Expo for 2009

- Start process of program development.
- Thursday am/pm programs proposed.
- Suggested topics: food safety and successful cooperative efforts between growers and processing kitchens.
- Members of this committee are expected to bring solid topic ideas, suggestions, and recommended speakers to discuss at the May conference call.

MIFMA Membership Week

- Dietrich reported that of the 7 MIFMA regions 3 are holding gatherings in April, 1 in May, 1 a bit later.
- The turnout is expected to be 20-50.
- Dietrich will email to markets to encourage press releases
- Dru and Emily are working on a release from MIFMA providing awareness of tours, insurance benefits and updates.

Green Street Fair

- All slots filled except Friday late afternoon.
- Dietrich has a plan in place to notify possible recruits.
- Sher will set up and tear down.

Next meeting: 21 May 2009 10am-11pm

Respectfully submitted:
LjSK